

**“PENGARUH *WEBSITE REPUTATION* TERHADAP *WEBSITE PURCHASE INTENTION* SOCIOLLA DENGAN *WEBSITE QUALITY* SEBAGAI VARIABEL INTERVENING (STUDI KASUS PADA PENGUNJUNG *WEBSITE* WANITA DI SURABAYA)”**

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**ABSTRAK**

Penelitian ini bertujuan untuk menguji pengaruh *website reputation* terhadap *website purchase intention* melalui *website quality* sebagai variabel intervening. Penelitian ini merupakan penelitian kuantitatif dengan menggunakan teknik pengambilan sampel yakni *non-probability sampling* dengan teknik *purposive sampling*. Teknik pengumpulan data yang digunakan dengan kuesioner yang dibantu dengan *google form*. Penelitian ini mendapatkan tanggapan dari responden sebanyak 70 masyarakat Surabaya yang pernah mengunjungi *website Sociolla*. Kriteria dalam penelitian ini wanita berusia diatas 18 – 35 tahun dan belum pernah melakukan transaksi pembelian di *website Sociolla*. Metode yang digunakan dalam penelitian ini adalah *Partial Least Square (PLS)*. Hasil penelitian menunjukkan bahwa *website reputation* berpengaruh terhadap *website quality* dan berpengaruh pula terhadap *purchase intention*. Sedangkan *website quality* tidak berpengaruh terhadap *purchase intention* serta tidak dapat pula memediasi hubungan antara *website reputation* terhadap *purchase intention*.

**Kata Kunci:** *Website Reputation, Website Quality, Website Purchase Intention*

**“THE EFFECT OF WEBSITE REPUTATION ON SOCIOLLA’S WEBSITE PURCHASE INTENTION WITH WEBSITE QUALITY AS INTERVENING VARIABLE (CASE STUDY ON WOMEN WEBSITE VISITORS IN SURABAYA)”**

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**ABSTRACT**

*This study aims to examine the effect of website reputation on website purchase intention through website quality as an intervening variable. This research is a quantitative research using a sampling technique, namely non-probability sampling with purposive sampling technique. The data collection technique used was a questionnaire assisted by a google form. This study received responses from respondents as many as 70 people from Surabaya who had visited the Sociolla website. The criteria in this study were women aged 18-35 years and had never made a purchase transaction on the Sociolla website. The method used in this research is Partial Least Square (PLS). The results showed that website reputation had an effect on website quality and also had an effect on purchase intention. While website quality has no effect on purchase intention and cannot mediate the relationship between website reputation and purchase intention.*

**Keywords:** *Website Reputation, Website Quality, Website Purchase Intention*